
Sales Management Boot-camp

How to grow a high performing sales team

- Create a vision that inspires action
- Define and execute a high returns sales strategy
- Manage your high-performance sales team
- Coach your salespeople to exceed all expectations

Are you getting frustrated with your salespeople not making their targets? Do they spend their time on non-income generating activities? Are you finding that traditional management techniques are not getting the results you need?

*This in-depth **three-day workshop** will provide you with the skills and resources you need to turn your salespeople into a dynamic and self-motivated team of high performing individuals.*

The workshop covers the following:

1. How to build the right environment for sales success.
2. The most important things you should be doing as a sales manager
3. How to design and execute your sales strategy
4. Key management skills and actions of a successful sales manager
5. How to manage meetings, pipelines and sales forecasts
6. How to coach your salespeople to improved performance

You will also receive the following valuable resources:

- Sales competencies framework:
 - Knowledge and skills guide
 - Abilities required
 - Key actions
- Sales enablement guides:
 - Selecting the right people:
 - Hiring processes
 - Interviewing guide
 - Talent development – guide to building a long term development framework
 - Sales tools and process improvement
 - Sales incentive and compensation design
- Sales coaching framework
 - Detailed guidance on how to coach your salespeople

Workshop Overview

Introduction to Sales Management

- Sales Management Challenges
- What makes it difficult to create a high performance sales environment?
- Your role as sales manager – create the right climate
- How you should be spending your time:
 - Sell
 - Coach
 - Manage
 - Innovate
- Sales Management competency overview:
 - Sales strategy definition and execution
 - Sales team management
 - Sales pipeline and forecast management
 - Sales Coaching

Define and Execute on your Sales Strategy

- Assess the effectiveness of your current sales strategy
- Identify and promote effective innovative sales practices
- Create strategic sales plans
- Provide leadership to accelerate strategy implementation
- Engage and align key players inside your organisation
- Define and implement detailed plans to execute the strategy
- Measure the impact of your sales strategy

Manage your sales team

- Important sales skills you need to develop
- Align activities to strategy
- Set budgets and control costs

- Align resources with opportunities
- Ensure accurate forecasting
- Hire, promote and terminate sales team members
- Align reward and recognition strategies to performance goals
- Manage time effectively and prioritise key sales management activities
- Manage sales meetings

Manage Sales Pipeline and Forecasting

- Use CRM to achieve sales objectives
- Develop and manage accurate sales pipelines
- Develop accurate sales forecasts and reports
- Set competitive pricing and protect margins
- Match your sales process with your prospect's buying process
- Ask the right questions when you hear closing signals
- Create momentum via compelling events throughout the sales cycle
- Negotiate from an attitude of win/win
- Apply the right closing strategy

Coach for Sales Performance

- How to coach effectively
- Create a climate that facilitates sales coaching
- Observe sales performance to identify opportunities for improvement
- Balance corrective action with positive feedback to improve performance
- Leverage motivation and reward as a key enabler of sales performance
- Connect performance expectations to strategic outcomes
- Model expected sales behaviours